



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

**Contract #** 1354164  
**Schedule Dates** 08/15/12-08/21/12  
**Advertiser** Crossroads GPS (42237)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** CROSSROADS GPS (332829)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** BRAUNSCHEI, ANNE  
**Phone/Fax** /  
**CPE** 1216  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** CROSSROADS GPS EST 1216  
JARRED SALLES

**Date Entered** 08/13/12  
**Last Modified** 08/13/12  
**Entered By** Randi Weathers  
**CO-OP** No  
**Headline #** ECR09790986  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,037.50  
**Net Total** \$34,212.50  
**Sales Tax**

Columbus (WSYX)		
By Broadcast Month	Spots	Rate
Aug. 2012	58	\$40,250.00
<b>Grand Total:</b>	<b>58</b>	<b>\$40,250.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/15/12-08/17/12	2	:30	5:58A- 6:30A (EST)	3			X	X	X			3	\$400.00	\$1,200.00	Columbus (WSYX)	NEWSCENTER	8/13/12
2.0	Normal Line / SPOT (2)	08/15/12-08/17/12	2	:30	6:58A- 9A (EST)	6			X	X	X			6	\$450.00	\$2,700.00	Columbus (WSYX)	GOOD MORNING AM	8/13/12
3.0	Normal Line / SPOT (3)	08/15/12-08/17/12	2	:30	5P- 5:30P (EST)	3			X	X	X			3	\$700.00	\$2,100.00	Columbus (WSYX)	NEWSCENTER	8/13/12
4.0	Normal Line / SPOT (4)	08/15/12-08/17/12	2	:30	5:30P- 5:58P (EST)	3			X	X	X			3	\$700.00	\$2,100.00	Columbus (WSYX)	NEWSCENTER	8/13/12
5.0	Normal Line / SPOT (6)	08/15/12-08/17/12	2	:30	6:58P- 7:27P (EST)	3			X	X	X			3	\$600.00	\$1,800.00	Columbus (WSYX)	ENT TONIGHT	8/13/12
6.0	Normal Line / SPOT (7)	08/15/12-08/17/12	2	:30	7:28P- 7:57P (EST)	3			X	X	X			3	\$675.00	\$2,025.00	Columbus (WSYX)	ACCESS HOLLYWOOD	8/13/12
7.0	Normal Line / SPOT (8)	08/15/12-08/17/12	2	:30	11:35P- 12:04A (EST)	3			X	X	X			3	\$375.00	\$1,125.00	Columbus (WSYX)	NIGHTLINE	8/13/12
8.0	Normal Line / SPOT (9)	08/15/12-08/19/12	2	:30	11:01P- 11:34P (EST)	5			X	X	X	X	X	5	\$775.00	\$3,875.00	Columbus (WSYX)	NEWS CENTER	8/13/12
9.0	Normal Line / SPOT (11)	08/19/12-08/19/12	2	:30	10:30A- 11:30A (EST)	1							X	1	\$325.00	\$325.00	Columbus (WSYX)	THIS WEEK	8/13/12
10.0	Normal Line / SPOT (12)	08/19/12-08/19/12	2	:30	5:58P- 6:30P (EST)								1	1	\$700.00	\$700.00	Columbus (WSYX)	NEWSCENTER	8/13/12
11.0	Normal Line / SPOT (14)	08/20/12-08/21/12	2	:30	5:58A- 6:30A (EST)	1	X	X						1	\$400.00	\$400.00	Columbus (WSYX)	NEWSCENTER	8/13/12
12.0	Normal Line / SPOT (15)	08/20/12-08/21/12	2	:30	6:58A- 9A (EST)	2	X	X						2	\$450.00	\$900.00	Columbus (WSYX)	GOOD MORNING AM	8/13/12
13.0	Normal Line / SPOT (16)	08/20/12-08/21/12	2	:30	5P- 5:30P (EST)	2	X	X						2	\$700.00	\$1,400.00	Columbus (WSYX)	NEWSCENTER	8/13/12
14.0	Normal Line / SPOT (17)	08/20/12-08/21/12	2	:30	5:30P- 5:58P (EST)	2	X	X						2	\$700.00	\$1,400.00	Columbus (WSYX)	NEWSCENTER	8/13/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT (18)	08/20/12-08/21/12	2	:30	5:58P- 6:30P (EST)	2	X	X						2	\$700.00	\$1,400.00	Columbus (WSYX)	NEWSCENTER	8/13/12
16.0	Normal Line / SPOT (19)	08/20/12-08/21/12	2	:30	6:58P- 7:27P (EST)	2	X	X						2	\$600.00	\$1,200.00	Columbus (WSYX)	ENT TONIGHT	8/13/12
17.0	Normal Line / SPOT (20)	08/20/12-08/21/12	2	:30	7:28P- 7:57P (EST)	2	X	X						2	\$675.00	\$1,350.00	Columbus (WSYX)	ACCESS HOLLYWOOD	8/13/12
18.0	Normal Line / SPOT (21)	08/20/12-08/21/12	2	:30	11:35P- 12:04A (EST)	2	X	X						2	\$375.00	\$750.00	Columbus (WSYX)	NIGHTLINE	8/13/12
19.0	Normal Line / SPOT (22)	08/20/12-08/21/12	2	:30	11:01P- 11:34P (EST)	2	X	X						2	\$775.00	\$1,550.00	Columbus (WSYX)	NEWSCENTER	8/13/12
20.0	Normal Line / SPOT (5)	08/15/12-08/17/12	2	:30	5:58P- 6:30P (EST)	3			X	X	X			3	\$700.00	\$2,100.00	Columbus (WSYX)	NEWSCENTER	8/13/12
21.0	Normal Line / Prime (10)	08/18/12-08/18/12	2	:30	7:58P- ABC-Network Movie Saturday							3		3	\$550.00	\$1,650.00	Columbus (WSYX)	SAT NIGHT MOVIE	8/13/12
22.0	Normal Line / Prime Premium (13)	08/19/12-08/19/12	2	:30	9P- ABC-Extreme Makeover Weightloss Edition (Sunday)								2	2	\$1,600.00	\$3,200.00	Columbus (WSYX)	EXTREME MAKEOVER WEIGHT LOSS	8/13/12
23.0	Normal Line / Prime Premium (23)	08/20/12-08/20/12	2	:30	7:58P- ABC-Bachelor Pad (Monday)		2							2	\$2,500.00	\$5,000.00	Columbus (WSYX)	BACHELOR PAD	8/13/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments: